



PLANNING & ZONING REPORT

Zoning Board of Appeals Meeting of May 17, 2022

File # 024-22

APPLICANT: City of Rockford and Rockford Area Convention & Visitors Bureau

LOCATION: 1316 Auburn Street

REQUESTED ACTION: A Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District.

EXISTING USE: Flower and Gift Shop

PROPOSED USES: Same with Mural

DIMENSIONS: See Exhibit D. **SQUARE FOOTAGE:** 4,793.61 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-2	Vacant commercial land
EAST:	C-2	Rockford Billiards Cafe
SOUTH:	C-2	Parking lot
WEST:	C-2, R-1	Single-family residences

YEAR 2020 PLAN: C Retail

SOILS REPORT: No soils report on file.

HISTORY: There is no relevant history in the immediate area.

REVIEW COMMENTS: The Applicant is requesting a Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District. Exhibit A shows that the subject property is located on the south side of Auburn Street. The subject property is mostly surrounded by commercial uses (Exhibit B & C).

The Applicant, in conjunction with the Rockford Area Convention & Visitor's Bureau, is proposing a Special Use Permit to allow murals. Within Section 51-010 of the Zoning Ordinance it states, "murals are allowed in the C-2 District by means of a Special Use Permit provided that positive findings of fact are made by City Council."

Exhibit D shows that the proposed location will be on the east side of the building. The building wall is exposed on the north and east side and visible from Auburn Street.

Rockford Area Convention & Visitors Bureau, (RACVB) announced in April 2022 that CRE8IV would be returning this year. CRE8IV is a community-building, arts-infused event launched in 2019 as part of RACVB's place making and public art efforts designed to enhance the

region for residents and visitors. In its first year, CRE8IV artists painted nine murals in downtown Rockford. Last year, RACVB fundraised and had community support to do eight murals in Rockford and have created 24 murals throughout the Rockford region via CRE8IV since its inception. The locations that have been selected are based on visibility, location and overall pedestrian traffic. At this time, staff does not have a proposed mural elevation. Once the mural elevation is created, it must be submitted to Staff to be reviewed and approved prior to installation.

Staff supports the idea of attracting and encouraging the community in promoting murals. Murals are a growing trend and have a positive effect to the community, allowing art apprentices the opportunity to increase their knowledge and experience installing murals and organizing projects along with gaining technical abilities. Additionally, this proposal is bringing awareness of the talented artists in this community and throughout the country.

There were no service calls for the last two years. Staff feels that this mural will enhance the surrounding area and feels the Applicant's proposed request is reasonable and recommends approval.

RECOMMENDATION: Staff recommends **APPROVAL** of a Special Use Permit for a Mural on a building in a C-2, Limited Commercial Zoning District, subject to the following conditions:

1. Submittal of mural elevation and placement of mural on building for staff's review and approval prior to installation.
2. A sign permit shall be required including an illustration of the proposed art work shall be submitted with the permit application.
3. The mural panels may not consist of a vinyl banner material within a frame.
4. The mural must be maintained to meet code.

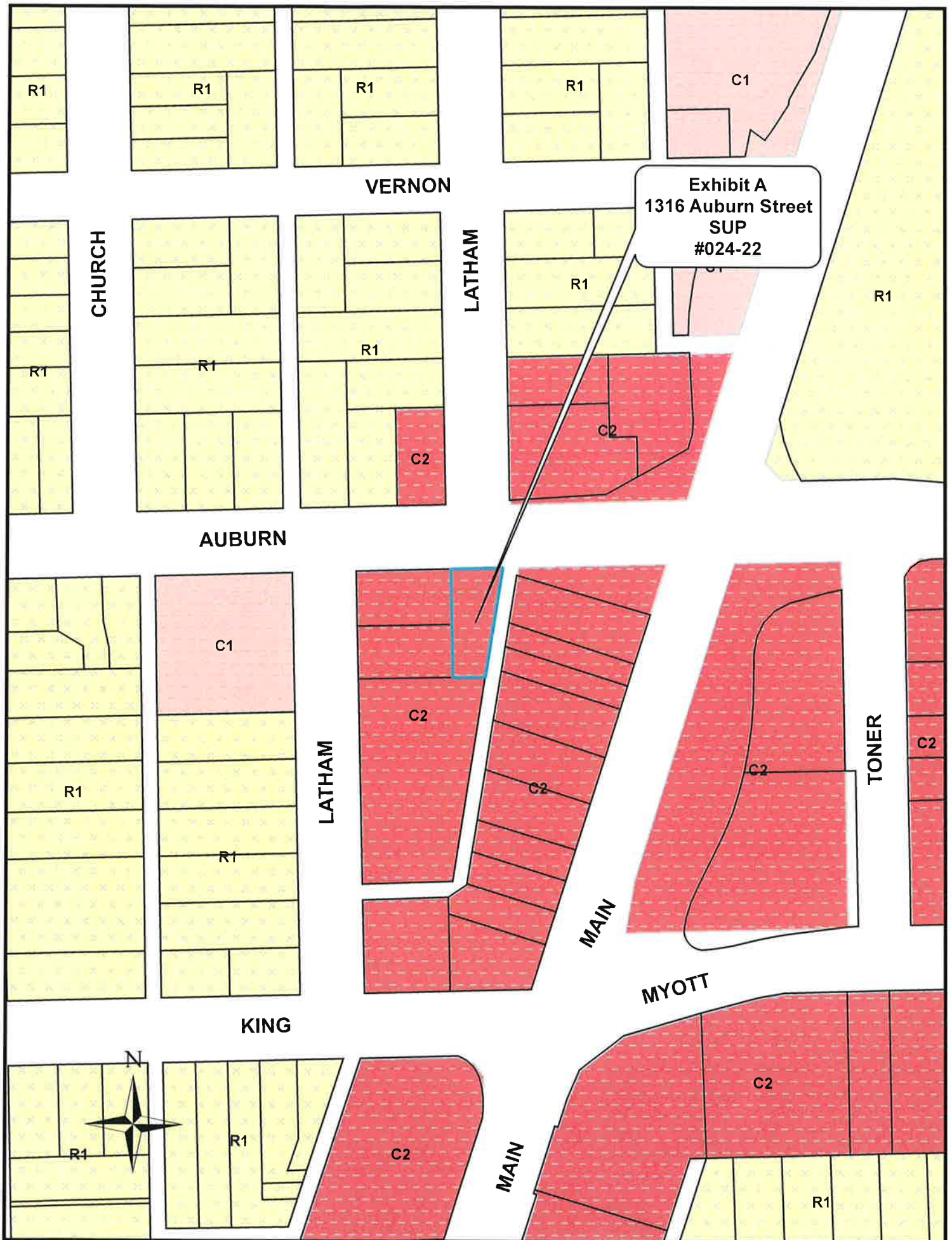
See attached findings of fact.

SC: BM 05/06/2022

**FINDINGS OF FACT FOR APPROVAL OF A
SPECIAL USE PERMIT FOR A MURAL ON A BUILDING
IN A C-2, LIMITED COMMERCIAL ZONING DISTRICT
LOCATED AT 1316 AUBURN STREET**

Approval of this Special Use Permit is based upon the following findings:

1. The establishment, maintenance, or operation of the Special Use Permit will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare of the community.
2. The Special Use Permit will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will not substantially diminish or impair property values within the neighborhood.
3. The establishment of the special use will not impede the normal or orderly development and improvement of the surrounding property for uses permitted in the district.
4. Adequate utilities, access roads, drainage and/or necessary facilities have been, are being, or will be provided.
5. Adequate measures have been or will be taken to provide ingress or egress so designed as to minimize traffic congestion in the public streets.
6. The special use shall conform to the applicable regulations of the C-2 District in which it is located.



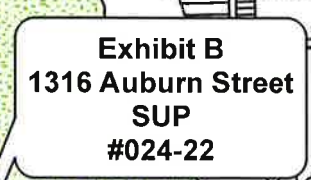




Exhibit C
1316 Auburn Street
SUP
#024-22

Exhibit D
1316 Auburn Street
SUP
#024-22



1316 Auburn St
East facing
BACK-UP OPTION ONLY



Wall: Fiori Di Amore; 1316 Auburn St. (East facing)
Project to be completed in a future year